

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for expediting transactions to acquire goods/services offerings from a provider, ~~wherein additional information, including directions from a current location to a provider location, related to the goods/services is available from an information source related to a video or audio program provided in a programming signal,~~ the system comprising:

a receiver for receiving ~~[[said]]~~ a programming signal and an address associated with ~~[[a]] the provider of the offerings, of additional information related to a program provided in the~~ programming signal including information about the offerings;

~~an access a~~ a controller, operable connected coupled to the receiver, for decoding the address;

a user interface coupled to the controller for entering user commands to access ~~the~~ additional information available from the provider including information related to the offerings;

a communications unit for establishing a link with the provider ~~[[, upon]] based on the~~ user command commands being entered using the user interface, with the provider; and

an identification system ~~a MOTES interface device which expedites the acquiring of goods/services by the user from the provider, for enabling user's identity to be determined based on arriving at a destination location associated with the address, wherein the address is embedded in the programming signal, and wherein the user's identity is determined after the user having selected at least one offering from the provider.~~

2. (Currently Amended) The system of claim 1, ~~wherein the system further comprises~~ further comprising:

a location determination unit coupled to the receiver for determining a current location of the receiver~~[[, and wherein]]~~; and

a direction determination device coupled to the location determination unit ~~[[uses]]~~ for using the current location to determine directions from the current location to the ~~to a destination~~ location.

3. (Currently Amended) The system of claim 1, wherein the programming signal is at least one selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a radio broadcast signal and a television broadcast signal.

4. (Currently Amended) The system of claim 1, wherein the programming signal comprises at least one selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ an audio signal, a video signal, and a combined audio and video signal.

5. (Currently Amended) The system of claim 1, ~~wherein the system further comprises~~ further comprising a storage device selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a digital versatile disc, a compact disc, a video tape, a magnetic tape, a hard disc drive, an optical storage device, a magnetic storage device, a portable non-volatile memory device, a continuously powered volatile memory device, a memory card, a remote database, and a local database.

6. (Original) The system of claim 5, wherein the storage device stores the programming signal.

7. (Currently Amended) The system of claim 5, wherein the storage devices stores user information utilized to ~~expedite the acquiring of~~ acquire the goods/services offerings ~~by the user~~ from the provider.

8. (Currently Amended) The system of claim 7, wherein the user information ~~further~~ comprises at least one incidence of information selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ user identification information, payment information, location information, preferences, and delivery information.

9. (Currently Amended) The system of claim 7, wherein the user information is communicated to the provider prior to arrival of the user at the ~~the~~ [[a]] destination location.

10. (Currently Amended) The system of claim 7, wherein the user information is communicated to the provider at the time of arrival of the user at the ~~the~~ [[a]] destination location.

11. (Original) The system of claim 7, wherein the user information is communicated to the provider electronically.

12. (Original) The system of claim 7, wherein the user information is communicated to the provider verbally.

13. (Currently Amended) The system of claim 8, ~~whereupon~~ wherein upon arrival of the user at the ~~the~~ [[a]] destination location, ~~the user has completed any~~ all transactional requirements ~~and is ready to receive the goods/services~~ offerings have been completed.

14. (Currently Amended) The system of claim 8, ~~where~~ wherein upon arrival of the user at the ~~the~~ [[a]] destination location, the user information is communicated to the provider via a wireless signal.

15. (Currently Amended) The system of claim 14, wherein the wireless signal ~~further~~ comprises a MOTES signal associated with a mobile transaction enabling system (MOTES).

16. (Currently Amended) The system of claim 1, wherein the programming signal is received via at least one transmission medium selected from ~~[[the]]~~ a group consisting of ~~[[:]~~ satellite broadcast, television broadcast, cable, the Internet, public network, private network, wireless telecommunications link, wireless network, and a radio frequency broadcast.

17. (Original) The system of claim 16, wherein the programming signal is encrypted.

18. (Currently Amended) The system of claim 1, wherein the programming signal ~~comprises~~ ~~contains~~ an audio program[[and]], and wherein the system further comprises at least one speaker for presenting the audio program.

19. (Currently Amended) The system of claim 1, wherein the programming signal ~~comprises~~ ~~contains~~ a video program[[and]], and wherein the system further comprises a video monitor for presenting the video program.

20. (Canceled)

21. (Canceled)

22. (Currently Amended) The system of claim 1, wherein the ~~address is associated with~~ provider is an online ~~information~~ provider.

23. (Canceled)

24. (Currently Amended) The system of claim 1, ~~wherein the system further comprises~~ further comprising:

an address extractor, in communications with the receiver, ~~which extracts~~ for extracting the address from the programming signal; and

an indicator signal generator[[,]] for generating an indicator signal ~~which~~ upon receipt of the address ~~generates an indicator signal~~.

25. (Canceled)

26. (Currently Amended) The system of claim 2, wherein the location determination unit further comprises a Global Positioning Satellite (GPS) GPS receiver which receives GPS satellite signals and determines the current location of the [[user]] receiver.

27. (Currently Amended) The system of claim 2, wherein the location determination unit utilizes measurements accomplished via at least one methodology selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ differential GPS, a street address, an intersection, a latitude and longitude, and a measurement of time, distance and direction from a known location.

28. (Currently Amended) The system of claim 1, wherein the user interface further comprises at least one device selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a Heads Up Display (HUD) ~~[[HUD]]~~ unit, voice command recognition device, a keypad, a video monitor, a speaker, a computing device, a voice activated trigger, and a printer.

29. (Currently Amended) The system of claim 1, wherein the ~~additional~~ information related to the offerings comprises ~~includes~~ a menu of options provided by the provider and available for selection ~~by the user~~.

30. (Currently Amended) The system of claim 29, wherein ~~the user selects~~ an option from the menu of options is selected via the user interface device.

31. (Currently Amended) The system of claim 29, wherein ~~the user specifies~~ a goods/service not ~~provided on~~ selectable from the menu of options is specified, via the user interface ~~device~~, to the provider.

32. (Currently Amended) The system of claim 1, wherein the provider is ~~co-located~~ located at the ~~[[a]]~~ destination location.

33. (Currently Amended) The system of claim 1, wherein the provider is located remotely from the address ~~remote to a destination location~~ and wherein the provider receives an order ~~from the user~~ for at least one goods/service and communicates the order to an affiliate located at the destination location for fulfilling.

34. (Currently Amended) The system of claim 33, wherein the order is received ~~from the customer~~ by the provider over an Internet link.

35. (Currently Amended) A computer-implemented method of expediting a provisioning of goods/services offerings to a user at ~~a destination location related to an address provided in a programming signal, in response to a user request to receive the goods/services upon receiving an indication in the programming signal that the additional information pertaining to the goods/services are available,~~ the method comprising:

receiving additional information from a provider of the offerings, the information in which a user has indicated an interest requested by a user, wherein the additional in response to presenting information relates to an address related to a video or audio program provided in a programming signal and an address from the provider to the user, wherein the address is embedded in the programming signal;

presenting the additional information to the user, the information comprising options to select the offerings from the provider;

receiving a selection by the user of at least one good/service offering provided by a provider related to the additional information;

accessing an identifier [[for]] of the user;

determining a current location of [[a]] the user receiving the additional information;

communicating the current location, the selection, and the identifier to the provider;

receiving an identification of a destination location associated with the address from the provider; and

providing [[an]] the identification of the destination location to the user[[;]], wherein based on the user whereupon arriving at the destination location[[,]] and based on the user identifier [[is]] being verified, [[and]] the user is provided with the good/service offering selected by the user on an expedited basis, and wherein the address is embedded in the programming signal.

36. (Currently Amended) The method of claim 35, wherein the programming signal is at least one selected from [[the]] a group consisting of[[:]] a radio broadcast signal and a television broadcast signal.

37. (Currently Amended) The method of claim 35, wherein the programming signal comprises at least one signal selected from ~~[[the]]~~ a group consisting of ~~[[:]]~~ an audio signal, a video signal, and a combined audio and video signal.

38. (Currently Amended) The method of claim 35, ~~wherein the additional information from the provider is received upon the user indicating an interest in an address related to the program and the method further comprising~~ comprises the steps of:

- receiving the programming signal;
- receiving an address related to a program provided in the programming signal;
- generating an indication to the user that the ~~additional~~ information from the provider is available;
- receiving a command from the user to obtain the ~~additional~~ information from the provider; and
- establishing a communications link with the provider ~~of the additional information~~.

39. (Original) The method of claim 38, further comprising extracting the address from the programming signal.

40. (Canceled)

41. (Original) The method of claim 35, wherein the programming signal is a satellite signal.

42. (Currently Amended) The method of claim 35, wherein the address ~~further~~ comprises an address information associated with at least one network selected from ~~[[the]]~~ a group consisting of ~~[[:]]~~ an Intranet, a private network, and a point-to-point connection.

43. (Original) The method of claim 35, wherein the programming signal is a previously recorded signal.

44. (Currently Amended) The method of claim 35, wherein the address ~~further~~ comprises an Internet address.

45. (Original) The method of claim 44, wherein the Internet address is accessed via at least one of a private network and a public network.

46. (Original) The method of claim 44, wherein the Internet address is accessed via an Internet portal and the ~~additional~~ information from the provider is a web page hosted by an Internet service provider at the Internet address.

47. (Currently Amended) The method of claim 35, wherein the ~~additional~~ information from the provider is presented to the user in at least one format selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ an audio format, a video format, a graphical format, and a multimedia format.

48. (Currently Amended) The method of claim 35, wherein the selection by the user of at least one ~~good/service~~ offering provided by ~~[[a]]~~ the provider ~~related to the additional~~ ~~information~~ is received via a user interface device.

49. (Currently Amended) The method of claim 35, wherein the identifier of the user is accessed from a data storage device selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a digital versatile disc, a compact disc, a video tape, a magnetic tape, a hard disc drive, an optical storage device, a magnetic storage device, a portable non-volatile memory device, a continuously powered volatile memory device, a memory card, a remote database, and a local database.

50. (Currently Amended) The method of claim 35, wherein the identifier of the user further comprises at least one incidence of information selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ user identification information, payment information, location information, user preferences, and delivery information.

51. (Currently Amended) The method of claim 35, wherein the programming signal is stored in a data storage device and the method further ~~comprises~~ comprising:
retrieving the programming signal from the data storage device; and
presenting the programming signal to the user.

52. (Currently Amended) The method of claim 35, wherein the ~~additional~~ information from the provider is stored in and received from a data storage device.

53. (Currently Amended) The method of claim 35, wherein the ~~additional~~ information from the provider is received via at least one device selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a personal data assistant, a cellular telephone, a wireless telecommunications device, a Palm device, a wired telecommunications device, a radio, a computer workstation, a set top box, a television, and a receiver of a broadcast signal.

54. (Currently Amended) The method of claim 53, wherein the device further comprises at least one of a display screen, a speaker, and a headset on which the ~~additional~~ information from the provider is presented to the user.

55. (Original) The method of claim 53, wherein the device is located in an automobile.

56. (Original) The method of claim 53, wherein the device is a hand held device.

57. (Currently Amended) The method of claim 35, wherein the ~~step of~~ determining the current location of the user is ~~accomplished~~ performed using at least one location determination methodology selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ Global Positioning System, distance measuring equipment, time and frequency based changes in signals, Loran, radio frequency triangulation, intersection of radio signals with radials, and 911 based location identifications.

58. (Currently Amended) The method of claim 35, wherein the ~~step of~~ determining the current location of the user ~~further~~ comprises:

receiving Global Positioning Satellite (GPS) signals; and
determining the current location of the user based upon the GPS signals.

59. (Currently Amended) The method of claim 58, wherein the ~~step of~~ determining a current location of the user based upon the GPS signals further comprises ~~the steps of~~:
receiving a differential GPS signal; and
utilizing the differential GPS signal in conjunction with the GPS signal to determine the current location of the user.

60. (Currently Amended) The method of claim 35, wherein the ~~step of~~ communicating the current location of the user, the selection, and the identifier of the user to the provider is ~~accomplished~~ performed via a communications medium selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a wireless telecommunications system, a cellular telephone network, the Internet, a private network, a public network, a point-to-point network, and a wired telecommunications system.

61. (Currently Amended) The method of claim 35, wherein the ~~step of~~ receiving an identification of a destination location associated with the address ~~further~~ comprises:
obtaining a listing of at least one destination location;
comparing the listing of the at least one destination location against the current location of the user; and
identifying from the listing a destination location closest to the current location of the user.

62. (Currently Amended) The method of claim 61, wherein the ~~step of~~ identifying a destination location closest to the current location of the user is based upon at least one determination selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a determination based upon distance, a determination based upon commute time, a determination based upon route, and a determination based upon a time of day.

63. (Currently Amended) The method of claim 62, wherein the determination based upon a time of day ~~further~~ comprises a consideration of at least one time variable selected from a group consisting of ~~[[:]]~~ a departure time, an arrival time, and a return time for the user.

64. (Currently Amended) The method of claim 61, ~~wherein the method further comprises the step of further comprising:~~

pre-identifying areas within which destination locations are to be excluded from consideration;

eliminating from the listing of at least one destination location ~~destinations~~ those destination locations within ~~[[areas]]~~ the pre-identified areas;

comparing those destination locations remaining in the listing after the ~~step of~~ eliminating ~~has been accomplished~~ against the current location of the user; and

identifying from the destination locations remaining a destination location closest to the current location of the user.

65. (Currently Amended) The method of claim 35, wherein the identifier is compatible with a mobile transaction enabling system (MOTES), ~~MOTES system which wherein the~~ MOTES enables the user's identity and payment information to be ~~automatically~~ determined upon arrival of the user at the destination location.

66. (Currently Amended) The method of claim 35, ~~wherein the method further comprises further comprsng~~ completing at least one transactional requirement necessary for the user to ~~expeditiously acquire the at least one good/service~~ offering selected by the user.

67. (Currently Amended) The method of claim 66, wherein all the at least one transactional ~~requirements are accomplished~~ requirement is completed prior to the arrival of the user at the destination location.

68. (Currently Amended) The method of claim 66, wherein at least one transactional requirement is ~~accomplished~~ completed upon arrival of the user at the destination location.

69. (Currently Amended) The method of claim 66, wherein at least one transaction requirement is ~~accomplished~~ completed, at least in part, by providing user information electronically to the provider.

70. (Currently Amended) The method of claim 66, wherein at least one transaction requirement is ~~accomplished~~ completed, at least in part, by providing user information verbally to the provider.

71. (Currently Amended) The method of claim 35, wherein the ~~step of~~ providing an identification of the destination location to the user ~~further~~ comprises providing directions from the current location to the destination location.

72. (Currently Amended) The method of claim 71, wherein the ~~step of~~ providing directions ~~further~~ comprises ~~the steps of~~ generating a map showing a recommended route from the current location to the destination location.

73. (Currently Amended) The method of claim 71, wherein the ~~step of~~ providing directions to the user ~~further~~ comprises:

- transmitting the address and the current location to a data processing center;
- accessing via a communications link between the data processing center and an online information provider a data file containing a listing of at least one destination location, the data file being identified by the address;
- comparing the listing of at least one destination location with the current location to determine a destination location closest to the current location;
- providing the destination location identified as closest and the current location to a mapping program, the mapping program determining directions from the destination location to the current location; and
- providing the directions determined by the mapping program to the user.

74. (Currently Amended) The method of claim 73, wherein the directions determined by the mapping program are presented as a map and the method further comprises ~~the step of~~ displaying the directions overlaid on the map on a video display device.

75. (Currently Amended) The method of claim 35, ~~wherein the method after the steps of~~ providing an identification of the destination location to the user, further ~~comprises~~ comprising:

monitoring a location of the user as the user travels from the current location to the destination location;

generating an indicator signal when the user deviates to a new location from a direction provided to user, the direction indicating a preferred route from the current location to the destination location;

generating a second set of directions from ~~[[a]]~~ the new current location to the destination location; and

providing the second set of directions to the user.

76. (Currently Amended) The method of claim 75, wherein the method further comprises ~~the steps of~~ providing updates to the provider, wherein the updates provide a more accurate estimation of the current location of the user and an estimated time of arrival of the user at the destination location.

77. (Currently Amended) The method of claim 35, ~~wherein the method further comprises~~ further comprising:

accessing a database of locations frequently visited by the user;

selecting a frequently visited location from the database;

determining directions from the destination location to a selected frequently visited location; and

providing the directions to the user.

78. (Currently Amended) A computer readable medium containing instructions, ~~[[for]]~~

~~when executed by a computer, cause the computer to perform operations expediting the provisioning of goods/services to a user by a location related to an address provided in conjunction with a video or audio program in a programming signal, in response to a user request to receive such goods/services upon receiving an indication in the programming signal that the additional information pertaining to such goods/services are available, by comprising:~~

~~receiving additional information in which a user has indicated an interest, wherein the additional information about offerings from a provider, the information included in relates to an address related to a program provided in a programming signal and received in response to an indication of interest from a user;~~

~~presenting the additional information to the user;~~

~~receiving a selection by the user of at least one good/service offering provided by [[a]] the provider related to the additional information;~~

~~accessing an identifier for the user;~~

~~determining a current location of [[a]] the user receiving the additional information;~~

~~communicating the current location, the selection, and the identifier to the provider;~~

~~receiving an identification of a destination location associated with [[the]] an address from the provider, wherein the address is embedded in the programming signal; and~~

~~providing an identification of the destination location to the user[[;]], wherein based on the user whereupon arriving at the destination location, the [[user]] identifier is verified and the user is provided with the selected offering good/service selected by the user on an expedited basis via a MOTES system, and wherein the address is embedded in the programming signal.~~

79-94. (Canceled)

95-111 (Canceled)

112-117. (Canceled)

118-126. (Canceled)

127. (Currently Amended) A computer system for ~~expediting~~ the provisioning of at least one ~~good/service offering~~ to a user based upon a determination of a destination based upon a current location of the user and an address related to the good/service, the address being provided in conjunction with a video or audio program provided in a programming signal, the system comprising:

a communications component that establishes to establish communications connectivity between a user and the computer system, and the computer system and with at least one online information provider and to receive a programming signal from the at least one online provider, the programming signal including at least one of a video program or an audio program, the programming signal including an address of the online provider;

an address processing component ~~that determines which online information provider to contact based upon an address received from the user,~~ establishes to establish a connection with the online information provider via the communications component and using the address, and ~~retrieves~~ to retrieve a listing of at least one destination location associated with the online information provider;

a destination selection component ~~that receives~~ to receive the listing of at least one destination location from the address processing component and identifies to identify at least one destination location as a final destination location;

a mapping component ~~that receives~~ to receive the final destination location and ~~[[the]]~~ a current location of the user, generates to generate directions from the current location to the final destination location, and to provide provides a result of the direction generation the directions to the communications component ~~for communication~~ to communicate the directions to the user; and

a transaction ~~expediting~~ component ~~that expedites the processing of~~ to process at least one ~~transactional component~~ transaction necessary to expeditiously provide the at least one ~~good/service offering~~ to the user at the destination location in response to a request by the user for the ~~good/service offering,~~ wherein the address is embedded in the programming signal.

128. (Currently Amended) The computer system of claim 127, wherein the communications component controls ~~[[the]]~~ operation of a modem provided in the computer system.

129. (Currently Amended) The computer system of claim 127, wherein the address processing component further comprises a Web browser to establish ~~which establishes~~, via the communications component, connectivity ~~between the computer system and~~ with the at least one online ~~information~~ provider via a connection selected from ~~[[the]]~~ group consisting of~~[[:]]~~ an Internet connection, a private network connection, a public network connection, and a dial-up connection.

130. (Currently Amended) The computer system of claim 127, wherein the destination selection component identifies ~~a destination as~~ the final destination location based upon at least one parameter selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ a commute time, a commute distance, and a recommended route between ~~each of~~ the destination location and the current location.

131. (Currently Amended) The computer system of claim 127, wherein the transaction ~~expediting~~ component ~~further~~ comprises a mobile transaction enabling system (MOTES) ~~MOTES system~~.

132. (Currently Amended) The computer system of claim 131, wherein the MOTES ~~system~~ processes information pertaining to the user and selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ payment information, user identification, user preferences, and delivery information.

133-134. (Canceled)

135-140. (Canceled)

141-146. (Canceled)

147. (Currently Amended) A computer-implemented method in a computer system for communicating at least one user identifier for ~~expediting the provisioning of~~ at least one ~~good/service offering to~~ [[the]] a user by [[a]] an online provider at a destination related to additional information identified to a user's system in an address transmitted in conjunction with a video or audio program in a programming signal and received by the user's system, the method comprising:

receiving [[the]] an address and a first location from the user's system, the address associated with one or more destination locations provided by the online provider and embedded in a broadcast programming signal, the first location associated with the user;

identifying at least one good/service offering provided by the online provider related to the address;

in response to receiving the address and a request from the user for the at least one good/service offering:

establishing a communications connection with an online information the online provider using the address associated with the address;

determining at least provider providing the at least one good/service requested by the user;

retrieving the at least one or more destination locations provided by the online information provider; in response to receiving the first location and the request for the at least one good/service :

determining which of selecting a final destination location from the retrieved one or more destination locations providing the requested good/service as a destination location that is closest to the first location; and

transmitting a result of the determination to the user's system information about the final destination location, [[;]] wherein the result identifies a user receives the at least one offering requested by the user at the final destination location providing the requested at least one good/service to the user on an expedited basis, and wherein the address is embedded in the programming signal.

148. (Canceled)

149. (Currently Amended) The method of claim 147, wherein the ~~step of determining which of the retrieved~~ final destination location is selected closest to the first location is ~~determined~~ based upon at least one variable selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ commute time, commute distance, and preferred route.

150. (Currently Amended) The method of claim 147, wherein the first location is determined based upon a location measurement ~~accomplished~~ performed using at least one selected from ~~[[the]]~~ a group consisting of~~[[:]]~~ Global Positioning Satellite (GPS) ~~GPS~~ measurements, Distance Measuring Equipment (DME) ~~DME~~ determinations, Loran measurements, 911 based measurements, an intersection identification, landmark designations, street address designations, latitude and longitude measurements, and time, distance and direction calculations from a known location.

151-153. (Canceled)

154-161. (Canceled)

162-169. (Canceled)

170. (Canceled)

171. (Currently Amended) A method for ~~expediting the provisioning of at least one good/service~~ offerings by a provider to a user in response to the reception of a video or audio program provided in conjunction with a programming signal containing an indication that additional information related to the programming signal is available, and upon an indication by the user of a desire to purchase at least one good/service provided by the provider upon receiving an indication of a destination location associated with the provider, the method comprising:

receiving a programming signal, the programming signal including information about the provider;

receiving an indicator that ~~additional~~ information about offerings from the provider related to the programming signal is available;

communicating a request from a user for the information about the offerings to ~~[[a]]~~ the provider, wherein the request contains an address received by the user ~~in conjunction with~~, the address embedded in the programming signal and associated with one or more destination locations of the provider;

~~accessing~~ receiving the ~~additional~~ information about the offerings from the provider; wherein the ~~additional~~ information includes an indication of at least one good/service available for procuring from the provider;

selecting at least one good/service offering provided by the provider;

identifying a destination location from the one or more destination locations at which at least one selected good/service offering may ~~is to~~ be obtained; and

communicating user identifiers to the identified destination location, wherein the user identifiers are utilized to expedite the providing of the ~~identified good/service~~ selected offering to the user, ~~wherein the address is embedded in the programming signal~~.

172. (Currently Amended) The method of claim 171, wherein the user identifiers are communicated via a mobile transaction enabling system (MOTES) ~~MOTES system~~.

173. (Currently Amended) The method of claim 171, wherein the ~~step of selecting at least one good/service~~ receiving the information about the offerings from provided by the provider further comprises:

receiving an indication of a promoted good/service offering provided by the provider; and

receiving a menu listing ~~[[of]]~~ that includes at least the promoted offering at least one ~~good service~~ provided by the provider;

~~selecting at least one of the promoted good/service offering and a good/service offering listed on the menu~~; and

communicating the selection of the good/service to the provider.

174-176. (Canceled)

177. (Currently Amended) A system utilized to provide a ~~good/service~~ offerings to a user based upon the reception of an address provided in conjunction with a video or audio program in a programming signal, wherein the address identifies the good/service and a destination at which the good/service may be obtained, the system comprising:

an access system which receives and processes to receive and process a ~~[[user]]~~ request to receive a ~~good/service~~ at least one offering related to an address ~~extracted from~~ embedded in a programming signal presented to the user and associated with one or more destination locations of the provider; and

a user identifier communicating system, ~~in communication~~ coupled with the access system, which communicates to communicate at least one user identifier to a receiving system located at a destination location identified by the access system as providing the requested ~~good/service~~ at least one offering,~~[[; whereupon]]~~ wherein, based on arrival of the user at the destination location, the ~~good/service~~ at least one offering is expeditiously provided to the user; wherein the address is embedded in the programming signal.

178. (Currently Amended) The system of claim 177 wherein the user identifier communicating system utilizes a mobile transaction enabling system (MOTES) ~~MOTES system~~.

179. (Currently Amended) The system of claim 177, wherein the system further ~~comprises~~ further comprising a location determination system which ~~determines~~ determine a location of the access system and provides to provide location information utilized to determine directions from ~~[[the]]~~ a location of the access system to the destination location.

180. (Currently Amended) The system of claim 177, wherein the location determination system utilizes Global Positioning Satellite (GPS) GPS signals to determine the location of the access system on a real-time basis.